

**MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF GRADUATE STUDIES & RESEARCH**

**FINAL EXAMINATION FOR THE DEGREE OF
MASTER OF INTERNATIONAL BUSINESS**

OF MAKERERE UNIVERSITY, ACADEMIC YEAR 2025/26

COURSE NAME: TRADE STATISTICS FOR INTERNATIONAL BUSINESS

COURSE CODE: MIB 7207

YEAR: ONE

SEMESTER: TWO

DATE OF ISSUE: MAY 15TH 2026

SUBMISSION DATE: MAY 25TH 2026

INSTRUCTIONS

- I. **SUBMISSION DEADLINE:** All written answer scripts must be submitted as a hard copy to the examination invigilator by 2:00 P.M. on Monday, 25 May 2026, prior to the commencement of the oral examination. Late submissions will not be accepted.
- II. Students will present for the oral examination in alphabetical order by surname. Both components must be completed. A student who submits the written paper but does not present for the oral examination will receive a score of zero for the oral component. There is no provision for a supplementary oral examination.

ASSESSMENT STRUCTURE

Component	Description	Marks	Weight
Written Submission	Take-home written paper: attempt any 4 of 6 questions (25 marks each). Submitted as a PDF within 10 days of issue.	100	60%
Oral Examination	Individual 30-minute oral examination scheduled after submission deadline. Tests conceptual understanding and live navigation of ITC tools.	100	40%
▪ Combined Final Examination Score		100	100%

GENERAL PREAMBLE

- a) **Firm-Anchored Analysis:** Throughout this examination, all references to 'your firm', 'your company', 'your export product', and 'your registered firm' refer exclusively to the Ugandan exporting firm you registered earlier. You are expected to identify the firm's principal export product, its correct HS code (at 6-digit level), and its key destination markets, and to apply these consistently across all questions attempted.
- b) **Tool Access:** You may use ITC Trade Map, Market Access Map (MAcMap), ePing, and the Rules of Origin Facilitator.
- c) **Data Currency:** Use the most recent year for which complete data is available in each tool. State the reference year explicitly in each answer.

PART A: INSTRUCTIONS — WRITTEN TAKE-HOME PAPER

1.	Take-Home Format: This is a take-home, open-book examination. You are expected to work independently over a period of 10 days from the date of issue. You are permitted to access the internet for the purpose of retrieving data from the authorised ITC statistical tools listed below.
2.	Authorised Tools Only: You may use the following ITC tools exclusively: Trade Map (trademap.org), Market Access Map (macmap.org), ePing (epingalert.org), and the Rules of Origin Facilitator (findrulesoforigin.org). Data from any other source must be explicitly referenced and justified.
4.	Firm-Specific Answers: All answers must be grounded in data pertaining to the Ugandan exporting firm you identified and registered prior to this examination. Your registered firm and its principal export product are the analytical anchor for the entire paper. Failure to base answers on your registered firm will attract a grade of Zero.
5.	Attempt ALL FIVE (5) questions. Questions do not carry equal marks; the mark allocation for each question is indicated alongside the question. Total written marks: 100, scaled to 60% of the final examination score.
6.	Marks are awarded for the quality of analytical reasoning, depth of interpretation, and accuracy of data retrieval. Mere reproduction of figures from the ITC tools without interpretation will not attract full marks.
7.	Submission Format: Prepare your answers in a handwritten or printed answer script. Submit one (1) hard copy of your completed answer script — including all printed and labelled annexes (data tables, charts, and screenshots from the ITC tools) — to the examination invigilator by 2:00 P.M. on 25 May 2026 , prior to the commencement of your oral examination.
9.	Cover Page Requirements: The first page of your answer script must indicate: Programme name, year of study, semester, course code, course name, student registration number, student number, and the name of your registered firm.
10.	Indicate your student number and signature on every page of your answer script.
12.	University regulations regarding examination malpractices and academic integrity apply in full. Plagiarism, collusion, and data fabrication are treated as examination misconduct.
13.	You are advised to submit your paper at least 2 hours before the deadline to avoid inconveniences caused by internet connectivity issues or email delays.

PART B: INSTRUCTIONS — ORAL EXAMINATION

Purpose: The oral examination is designed to verify the authenticity of the written submission and to assess each student's personal command of course concepts and practical competency in navigating the ITC market analysis tools. It is not a re-examination of written answers; it is an independent assessment of understanding.

1.	Format and Duration: Each student will present for an individual oral examination of 15-25 minutes conducted by the facilitating team. The session will not be extended beyond the allocated 25 minutes.
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2.	Scheduling: Students will present for the oral examination in alphabetical order by surname. Both components must be completed. A student who submits the written paper but does not present for the oral examination will receive a score of zero for the oral component. There is no provision for a supplementary oral examination.
3.	Scope of Examination: The oral examination will cover two domains: (i) Conceptual understanding — the examiners will test the student's grasp of key course concepts and (ii) Tool navigation — the student will be required to demonstrate live, hands-on navigation of at least two of the ITC tools (Trade Map, Market Access Map, ePing, or Rules of Origin Facilitator) using their registered firm's product and markets.
4.	Laptop and Tool Access: Students must bring a fully charged personal laptop to the oral examination. Access to the ITC tools via the internet will be required. Students should ensure they have active logins to all ITC platforms in advance. The examiners will not provide equipment or troubleshoot connectivity issues during the session.
5.	Assessment Criteria: Oral performance will be assessed across three dimensions: (a) Accuracy and depth of conceptual explanation (40 marks); (b) Competency and fluency in live tool navigation (40 marks); (c) Clarity of communication and analytical reasoning under questioning (20 marks). Total oral marks: 100, scaled to 40% of the final examination score.
6.	Independence: The oral examination is conducted on an entirely individual basis. No group presentations, proxy presentations, or third-party assistance are permitted. The examiners reserve the right to adjust questions in response to the student's prior answers and to probe any aspect of the written submission.
7.	Recording: Oral examination sessions may be recorded for quality assurance and moderation purposes. Students will be notified before recording commences.

QUESTION ONE

A rigorous market analysis begins with correctly classifying your firm's export product under the Harmonized System (HS) and establishing a clear picture of global trade flows for that product. This question tests your ability to apply Trade Map and HS nomenclature to your firm's specific commodity.

- **Base all answers in this question on your registered firm and its principal export product. Identify and state the 6-digit HS code at the beginning of your answer.**

Using ITC Trade Map (www.trademap.org) and HS nomenclature, answer the following:

- a) Identify the correct HS code (at 2-, 4-, and 6-digit levels) for your firm's principal export product. Explain the hierarchical logic that led you to the 6-digit sub-heading, and discuss the practical consequences, for customs clearance, tariff determination, and trade data retrieval, that could arise from misclassification of this product. **(05 Marks)**

- b) Using Trade Map, retrieve export data for your firm's product (at HS 6-digit level) over the most recent five-year period for which data is available. Present: (i) Uganda's total export value and volume by year; (ii) the top five destination markets by value; and (iii) year-on-year growth trends. Identify which destination market exhibits both high value and positive growth momentum, and explain the significance of this finding for your firm. **(10 Marks)**
- c) Using Trade Map's supplier analysis, identify the top five competing exporter countries for your firm's product globally. Compare their export unit values with Uganda's. What do the unit value differentials suggest about Uganda's price positioning, and what strategic implications does this carry for your firm? **(05 Marks)**

QUESTION TWO

Tariff conditions such as MFN rates, preferential rates, tariff rate quotas, and tariff escalation, directly determine the landed cost competitiveness of your firm's product in any given market. This question requires you to deploy Market Access Map to conduct a systematic tariff comparison across your firm's key destination markets.

- **Base all answers on your registered firm's principal export product and its identified destination markets. Clearly state the HS 6-digit code and the markets analysed.**

Using ITC Market Access Map (www.macmap.org), answer the following:

- a) Select three of your firm's key destination markets. For each market, retrieve: (i) the MFN tariff rate applied to your product; (ii) any preferential tariff rate available to Uganda under a bilateral or regional trade agreement; and (iii) the effective tariff advantage (MFN minus preferential) Uganda enjoys. Present your findings in a comparative table and comment on the significance of these preferences for your firm's export pricing strategy. **(05 Marks)**
- b) Using the 'Compare Markets' function in Market Access Map, screen at least five potential destination markets for your firm's product.

On the basis of tariff conditions alone, rank these markets from most to least attractive for your firm. Which market(s) would you recommend as priority targets, and why? **(10 Marks)**

- c) Explain the concept of tariff escalation and assess whether it applies to your firm's product category. Using specific tariff data from Market Access Map for at least two processing stages of your product (e.g., raw vs. processed), demonstrate how escalation affects your firm's incentive to export higher value-added goods rather than primary commodities. **(05 Marks)**

QUESTION THREE

Preferential tariff rates are only accessible if a firm can demonstrate that its goods satisfy the applicable rules of origin (RoO). For many Ugandan exporters, understanding and documenting origin compliance is a decisive factor in determining whether preferential access is actually utilisable. This question requires you to apply the Rules of Origin Facilitator to your firm's specific product and export arrangements.

- **Apply the analysis to your registered firm's principal export product. State the HS 6-digit code and the trade agreements relevant to your firm's destination markets at the outset of your answer.**

Using ITC's Rules of Origin Facilitator (www.findrulesoforigin.org), answer the following:

- a) Identify the trade agreement(s) under which your firm's product could qualify for preferential tariff treatment in its top destination market (e.g., EAC-EU EPA, AfCFTA, COMESA, EAC-UK EPA, AGOA). Using the Rules of Origin Facilitator, retrieve the specific origin criterion applicable (Wholly Obtained, Change in Tariff Classification, or Regional Value Content). Explain in practical terms, with reference to your firm's actual production process and input sourcing, whether your firm currently meets this criterion. **(10 Marks)**
- b) Select a second destination market relevant to your firm and retrieve the applicable rules of origin under the relevant trade agreement. Compare the origin requirements across the two agreements. Which arrangement offers the more achievable compliance pathway for your firm? What supply chain adjustments, if any, would be required to qualify under the more demanding agreement? **(05 Marks)**

- c) Explain the concept of cumulation in rules of origin and analyse whether any form of cumulation (bilateral, diagonal, or full) is available to your firm under the agreements identified above. How could cumulation , if available , improve your firm's ability to meet origin requirements or reduce production costs? **(05 Marks)**

QUESTION FOUR

For most Ugandan exporters, non-tariff measures (NTMs), particularly SPS and TBT requirements constitute a more significant operational challenge than tariffs. This question requires you to conduct an NTM audit for your firm's product using Market Access Map and ePing, and to propose a practical compliance pathway.

- **All answers must refer to the NTM conditions applicable to your registered firm's specific export product in the markets you have identified. Name the product, HS code, and destination market(s) at the outset of your answer.**

Using ITC Market Access Map (NTM module) and ePing (www.epingalert.org), answer the following:

- a) Using Market Access Map, retrieve all non-tariff measures applied by your most important destination market on imports of your firm's product from Uganda. Classify these measures using the UNCTAD-ITC NTM taxonomy (e.g., SPS, TBT, Conformity Assessment, Licensing, Quantity Control). Which category of measure imposes the most significant compliance burden on your firm? Justify your assessment with reference to the specific measures retrieved. **(10 Marks)**
- b) Using ePing, search for SPS and TBT notifications relevant to your firm's product category in your target markets. Identify at least two measures notified within the last three years that could affect your firm. For each measure, explain: (i) the nature and scope of the requirement; (ii) the notifying WTO member; (iii) the specific compliance obligation it creates for your firm; and (iv) the likely timeline and cost implications of compliance. **(05 Marks)**
- c) Propose a structured compliance pathway that your firm could implement to meet the NTM and SPS/TBT requirements identified above. Clearly identify the roles of UNBS (Uganda National Bureau of Standards), MAAIF (SPS National Enquiry Point), and UEPB in supporting this compliance effort. **(05 Marks)**

QUESTION FIVE

Competitiveness indices translate raw trade data into analytical signals that guide market selection, product positioning, and export strategy. This question requires you to compute and interpret key indices for your firm's export product and to develop a data-grounded strategic positioning argument.

- **All competitiveness calculations and interpretations must be grounded in your registered firm's principal export product. Clearly state the product, HS code, and reference year(s) for all indices computed.**

Using data retrieved from ITC Trade Map, answer the following:

- a) Calculate Uganda's Revealed Comparative Advantage (RCA) index for your firm's principal export product, for the last 10 years. Interpret the value obtained and explain what it signifies about Uganda's export specialisation in this product. Compare Uganda's RCA with that of at least two competing exporter countries. What does the RCA differential imply for the strategic positioning of your firm in international markets? **(15 Marks)**

- b) Drawing on the RCA analysis, concentration assessment, and market access conditions identified in earlier questions, develop a short evidence-based market positioning brief for your firm. Your brief should address: (i) the markets your firm should prioritise and why; (ii) the competitive differentiation strategy the firm could pursue (price, quality, certification, value-addition, or niche positioning); and (iii) the most material market access obstacle (tariff or NTM) that the firm would need to overcome in its priority market. **(05 Marks)**

END OF QUESTION PAPER